



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

<u>Contract / Revision</u> 544283 /		<u>Alt Order #</u> 07872052
<u>Product</u> DSCC		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Estimate #</u> //1139
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Great American Media
Attention: Diane Bluhm
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/09/12	10/12/12	NewsChannel 3 News	5-6am		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				3	\$165.00			
2	3	10/09/12	10/12/12	Newschannel 3 News	6-7am		:30			NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$220.00			
3	3	10/15/12	10/15/12	Newschannel 3 News	6-7am		:30			NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$220.00			
4	3	10/09/12	10/12/12	CBS This Morning	7-9a		:30			NM	8	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				8	\$140.00			
5	3	10/15/12	10/15/12	CBS This Morning	7-9a		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				2	\$140.00			
6	3	10/13/12	10/13/12	Early Show Saturday	9-11am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				2	\$150.00			
7	3	10/14/12	10/14/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$470.00			
8	3	10/14/12	10/14/12	Face the Nation	1030-11am		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$565.00			
D 9	3	10/09/12	10/12/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 10	3	10/09/12	10/12/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 11	3	10/15/12	10/15/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
D 12	3	10/09/12	10/12/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
D 13	3	10/09/12	10/12/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
14	3	10/09/12	10/12/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				5	\$315.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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544283 /		07872052
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/09/12 - 10/15/12	DSCC	//1139
<u>Advertiser</u>		<u>Original Date / Revision</u>
Democratic Senatorial Ca		10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
15	3	10/09/12	10/12/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$400.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
16	3	10/15/12	10/15/12	Newschannel 3 News	5-530pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$400.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
17	3	10/09/12	10/12/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$470.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
18	3	10/15/12	10/15/12	Newschannel 3 News	530-6pm		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$470.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
19	3	10/09/12	10/12/12	Newschannel 3 News	6-630pm		:30			NM	4	\$2,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$590.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
20	3	10/15/12	10/15/12	Newschannel 3 News	6-630pm		:30			NM	1	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$590.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
21	3	10/09/12	10/12/12	7-730pm	7-730pm		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$485.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
22	3	10/15/12	10/15/12	7-730pm	7-730pm		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$485.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
23	3	10/09/12	10/12/12	M-F 730-8pm	730p-8pm		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$485.00			
E 24	3	10/13/12	10/13/12	730-8pm	730-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$70.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	3	10/08/12-10/14/12	730-8pm	730-8pm	-----Sa--	:30	\$70.00	NM		
Credited												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
25	3	10/15/12	10/15/12	Monday Prime	9-10pm		:30			NM	1	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,680.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
26	3	10/09/12	10/09/12	NCIS	8-9pm		:30			NM	1	\$4,705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$4,705.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
27	3	10/10/12	10/10/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--W----				1	\$1,765.00			
D 28	3	10/14/12	10/14/12	Sunday Prime	7-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
29	3	10/09/12	10/12/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$550.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
30	3	10/15/12	10/15/12	Late News (M-F)	11-1135p		:30			NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$575.00			

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10/09/12 - 10/15/12	DSCC	//1139

Advertiser	Original Date / Revision
Democratic Senatorial Ca	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 31	3	10/13/12	10/13/12	NCAA Football	12-330p		:30			NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S- 1 \$625.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 3 10/08/12-10/14/12 NCAA Football 12-330p -----Sa-- :30 \$625.00 NM Credited												
32	3	10/13/12	10/13/12	NCAA Football	330-7p		:30			NM	1	\$625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -----S- 1 \$625.00												
D 33	3	10/15/12	10/15/12	M-F 730-8pm	730p-8pm		:30			NM	0	\$0.00
34	3	10/15/12	10/15/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$485.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M----- 1 \$485.00												
Totals											61	\$29,605.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/15/12	61	\$29,605.00	\$25,164.25
Totals	61	\$29,605.00	\$25,164.25

Signature: _____ **Date:** _____

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